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Message Text

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ACTION EUR-06

INFO OCT-01 ISO-00 EURE-00 EB-11 CIAE-00 INR-11 LAB-06

NSAE-00 PA-04 RSC-01 SIL-01 USIA-15 PRS-01 DRC-01

/058 W
---------- 120666
P R 121507Z SEP 74
FM AMEMBASSY PRAGUE
TO SECSTATE WASHDC PRIORIY 6937
INFO USDOC PRIORITY
AMEMBASSY VIENNA

UNCLAS PRAGUE 2241

E.O. 11652: N/A
TAGS: BEXP CZ
SUBJECT: BRNO FAIR 'UR OPENING DAY REPORT

FOR CONGERCE: BEWT/TPD (MATHES) AND GIM (THOMAS)

VIENNA FOR USEWTC

1. SIXTEENTH ANNUAL BRNO ENGINEERING FAIR OFFICIALLY OPENED BY CZECHOSLOVAK DEPUTY PRIME MINISTER EHRENBERGER AT 1000 ON SEPTEMBER 10, 1974. CEREMONY WAS ATTENDED BY REPRESENTATIVES OF MANY FROM 1600 PARTICIPATING FIRMS FROM THIRTY COUNTRIES, AS WELL AS DIPLOMATIC CORPS.

2. FOLLOWING OPENING CEREMONIES, DCM, REPRESENTING AMBASSADOR WHO UNABLE ATTEND, TOURES USATECH 'UR EXHIBIT. DCM MET WITH EXHIBITORS AND INSPECTED INDIVIDUAL BOOTHS.

3. AT 1700 ON SEPTEMBER 10, CP GENERAL SECRETARY HUSAK PAID VISIT TO U.S. EXHIBIT. HUSAK WAS MET AND ESCORTED THROUGH EXHIBIT BY DCM, ACCOMPANIED BU DUSEX'S LOFAS AND CHIEF OF EMBASSY'S ECON/COM SECTION. ALSO PRESENT IN OFFICIAL PARTY WAS ANTONIM KAPEK, CHAIRMAN OF PRAGUE CITY PARTY COMMITTEE, MINISTER OF FOREIGN TRADE BARCAK, AND OTHER LESSER PARTY
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AND GOVERNMENT OFFICIALS.

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4. BOTH DCM WALK-THROUGH AND HUSAK VISIT WERE GIVEN FULL PHOTOGRAPHIC COVERAGE. COPIES OF PHOTOS WILL BE HAND-CARRIED TO WASHINGTON BY USDOC OFFICER BUSHERY O/A SEPTEMBER 23.

5. FAIR OPENED TO PUBLIC ON MORNING OF SEPTEMBER 11. ACCORDING TO FAIR AUTHORITIES TOTAL ATTENDANCE FOR OPENING DAY WAS 30,730 (APPROX. 24,000 CZECH VISITORS AND 700 VISITORS FROM OTHER COUNTREIS). BASED ON DISTRIBUTION OF LITERATURE AND PAMPHLETS, WE ESTIMATE THAT NEARLY 1,500 VISITORS TOURED USATECH ON OPENING DAY.

6. A 90-MINUTE PRESS CONFERENCE FOR 40 REPRESENTATIVES OF CZECHOSLOVAK PRESS AND RADIO WAS HELD IN USATECH LOUNGE ON SPETEMBER 11 AT 1500 HOURS. BRIEF OPENING STATEMENT BY DCM WAS FOLLOWED BY RELATIVELY ACTIVE (FOR CZECHOSLOVAK MEDIA) EXCHANGE OF QUESTIONS AND ANSWERS, COVERING WHOLE RANGE OF US/CZ TRADE AND COMMERCIAL RELATIONS, WITH ESPECIALLY KEEN EMPHASIS ON PROSPECTS FOR FUTURE. FOLLOWING PRESS CONFERENCE MEMBERS OF PRESS WERE GIVEN GUIDED TOUR OF EXHIBIT WHICH APPEARED TO AROUSE GENUINE INTEREST. EMBASSY MONITORING MEDIA CLOSELY AND WILL REPORT ON SIGNIFICANT COVERAGE, AS APPROPRIATE.

7. IN ADDITION, EMBASSY ECON/COM OFFICER FARRAND INTERVIEWED ON PRAGUE RADIO FOR ENGLISH-LANGUAGE BROADCAST TO NORTH AMERICA (APPROX. SEVEN MINUTES) AT 0200 LOCAL TIME, OR 2100 WASHINGTON TIME, SEPTEMBER 13, REPEAT SEPTEMBER 13.

8. ALL U.S. EXHIBITORS HAVE EXPRESSED SATISFACTION WITH PREPARATORY WORK DONE THUS FAR BY USDCO AND EMBASSY STAFFS. AT PRESENT THINGS ARE RUNNING SMOOTHLY AND WE PRECEIVE NO OPERATIONAL OR ADMINISTRATIVE PROBLEMS.
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